

PURCHASING

MAGAZINE

1964 EDITORIAL INDEX

A listing of the major editorial material appearing in PURCHASING Magazine during 1964, grouped under these general headings:

COST REDUCTION, VALUE ANALYSIS,
STANDARDIZATION, PURCHASING RESEARCH

ECONOMIC FACTORS IN PURCHASING

FORMS, PROCEDURES, OFFICE EQUIPMENT,
AUTOMATION, ADMINISTRATION

INVENTORY CONTROL AND STORES OPERATION

MATERIALS MANAGEMENT

MATERIALS, PRODUCTS, PROCESSES, EQUIPMENT

POLICIES

PURCHASE LAW

PURCHASING, GENERAL

PURCHASING AND MANAGEMENT

REGULAR FEATURES

RELATIONS WITH OTHER DEPARTMENTS

RELATIONS WITH SUPPLIERS

TRAFFIC AND TRANSPORTATION

TRAINING, EDUCATION AND SELECTION OF PERSONNEL

INDEX BY AUTHOR

A MESSAGE TO OUR READERS

This index lists over 500 authoritative articles, in addition to regular features, on every important purchasing subject. This is equal to at least a dozen textbooks—written by editors with many years of practical purchasing experience.

All this material was written with just one basic purpose in mind—to help industrial purchasing agents in their constant struggle to reduce costs and improve value—in short, to help them do a better buying job.

This kind of easy-to-read material, presented in each issue by purchasing experts on every important phase of industrial procurement, would be difficult, perhaps impossible, to duplicate elsewhere.

We are proud to have had the opportunity of presenting this material to you in 1964, and we shall continue to do the very best job of which we are capable in 1965.

Ray Richards



Vice President and Publisher

PURCHASING

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1964 EDITORIAL INDEX

Purchasing Magazine

COST REDUCTION, VALUE ANALYSIS, STANDARDIZATION, PURCHASING RESEARCH

Buyers, Engineers, Designers Team Up on Costs, <i>Metaxas</i>	88	Sept. 21
Changes, How to Handle, <i>De Rose</i>	73	Apr. 6
Communications Center, Make Purchasing a Contract Buying Speeds Airline Supplies	80	Feb. 24
Contract Costs, Early Warning System Helps, <i>McLean</i>	65	June 15
Cost Reduction Check List and Case Histories		June 29
Component Parts	183	May 18
Electrical Equipment and Supplies	299	May 18
Materials	77	May 18
Materials Handling	329	May 18
MRO & Safety	443	May 18
Office Equipment and Supplies	427	May 18
Packaging and Shipping	403	May 18
Power Transmission	357	May 18
Production Tools	261	May 18
Cost Reduction, Should You Pay Vendors for Help on?, <i>Metaxas</i>	70	Oct. 5
Defense Jobs, How RCA Cuts The Cost of, <i>Van de Water</i>	55	May 18
Lowest Bid, Can You Trust the?, <i>Metaxas</i>	70	May 4
Machine Tool Buying, Pre-Testing Cuts Cost of	84	Oct. 5
Materials, Getting the Most Out of, <i>Van de Water</i>	64	May 18
More Purchases on Fewer Orders	84	Feb. 10
Saving, Million-Dollar, New Techniques Spark, <i>Dowst</i>	74	Nov. 16
Cost Reduction for the One-Man Department	99	Nov. 2
Open-End Order Releases, How to 'Master'	75	Feb. 24
Packaging, How to Value Analyze, <i>Van de Water</i>	72	May 18
Paperwork, Chain Belt Cracks Down on, <i>Dowst</i>	88	Feb. 24
Suppliers, How to Make the Most of Your, <i>Van de Water</i>	76	July 13
Technical Procurement at Martin/Denver, <i>McLean</i>	70	Sept. 21
Transportation Purchasing's Newest Cost Reduction Target	70	Aug. 10
Transportation Costs, There Are Other Ways to Cut, <i>McLean</i>	79	Oct. 5
Value Analysis, Where You Can Go Wrong on, <i>Metaxas</i>	78	Jan. 27
VA Comes Into Its Own (Editorial), <i>Farrell</i>	5	May 18
VA...As It's Never Been Practiced Before, <i>Van de Water</i>	41	May 18
Value Analysis, Never Give Up on, <i>Van de Water</i>	46	May 18
Value Analyze One Product, How To, <i>Van de Water</i>	51	May 18
VA To Cut Transportation Costs, Using, <i>Van de Water</i>	74	May 18
VA Success, Vendors Hold Key to, <i>Metaxas</i>	84	July 13
VA Help From Specialty Vendors, How to Get, <i>Chase</i>	90	July 27
Value Buying, RCA's New Concepts In, <i>Van de Water</i>	34	May 18
Work Simplification Program Gives Buyers Time to Buy	79	Sept. 21

ECONOMIC FACTORS IN PURCHASING

Aluminum Outlook: Confusion Reigns	82	July 13
Auto Negotiations Key to '64 Labor Outlook, <i>Weckler</i>	74	May 4

Business Outlook, What P.A.'s Say About the '65 Competition: It's Not Price Alone (Editorial), <i>Farrell</i>	50	Dec. 28
Copper Outlook a Puzzler for P. A.'s	68	May 4
Copper Scrap, The Tough Job of Buying, <i>Metaxas</i>	88	Sept. 7
Cost of Defense Jobs, How RCA Cuts the, <i>Van de Water</i>	55	May 18
Defense Buying Helps Civilian Procurement, How, <i>Metaxas</i>	78	Feb. 24
Economic Outlook, The	85	June 1
Economist Looks at 1965, An, <i>Barkman</i>	53	Dec. 28
Fair Trade Rides Again (Editorial), <i>Farrell</i>	5	Feb. 10
Fourth Quarter, How P. A.'s View the	82	Oct. 5
Girl Next Door, The (Editorial), <i>Farrell</i>	5	June 15
Importance of Price, P. A.'s, Buyers Differ on, <i>Zelnick</i>	83	Mar. 23
Inflation? Not If P. A.'s Can Help It (Editorial), <i>Farrell</i>	5	Oct. 5
International Outlook, The	70	Dec. 28
Lead and Zinc, Outlook for	97	Sept. 7
Machinery Leasing, P. A.'s Cool on	86	Sept. 7
Make or Buy: Where Purchasing Misses Out, <i>Metaxas</i>	69	Nov. 30
Nonferrous Outlook: Sellers' Market a Test for P. A.'s	65	Dec. 28
No Recession, If (Editorial), <i>Farrell</i>	5	Dec. 28
'Price is Number One', <i>Nelson</i>	70	Apr. 6
Profit Center, Make Purchasing a	79	Jan. 13
Purchasing and Business Trends, Forecasting, <i>Hoagland</i>	66	June 1
Purchasing Management, The Future of (Editorial), <i>Farrell</i>	5	Jan. 13
Purchasing Opinion, Second-Half Business Looks to P. A.'s, How	68	June 15
Soviet Union, Purchasing in the, Part I, <i>Farrell</i>	70	July 13
Soviet Union, Purchasing in the, Part II, <i>Farrell</i>	70	July 27
Soviet Union, Purchasing in the, Part III, <i>Farrell</i>	55	Aug. 24
Steel: It Will Be a Tough Year for the Buyer	61	Dec. 28
Steel, What's the Outlook For?	62	Aug. 24
Steel Imports, <i>Collins</i>	65	June 1
Steel Industry, Manufacturing Advances in, <i>Blessing</i>	64	June 1
Transportation: Controlled, BUT Competitive (Editorial), <i>Farrell</i>	5	Aug. 10
Washington in '65, What Should P. A.'s Expect From?, <i>Weckler</i>	57	Dec. 28
World Competition—A Force for Progress, <i>Ingersoll</i>	68	June 1

FORMS, PROCEDURES, OFFICE EQUIPMENT, AUTOMATION

Automates \$400 Million Buying Job, <i>Navy, Dowst</i>	74	Apr. 20
Blanket Orders, How to Cut Costs With, <i>Van de Water</i>	70	May 18
Business Equipment Show Preview	105	Oct. 19
Changes, How to Handle, <i>De Rose</i>	73	Apr. 6
Communications Center, Make Purchasing a	80	Feb. 24
Computer Buys 75,000 Times a Year, <i>Metaxas</i>	60	June 15
Contract Buying Speeds Airline Supplies	65	June 15
Contract Purchasing Fit Your Future, Does? <i>Stark</i>	51	June 1

Data Processing, 'How To' Patterns For Cissne	58	June 1	84	Mar. 9
Data Sent by Phone at 400-500 WPM	146	Dec. 14	80	Feb. 10
Direct Mail Gets Direct Treatment	92	Feb. 24	83	June 1
EDP, How To Get the Data You Need From Powell	61	June 1	50	Aug. 24
EDP, The ABC's of	101	Oct. 19	82	Oct. 19
Filing: An Expert Speaks Out	128	Oct. 5	90	Oct. 19
Flow Charts, How to Slash Paperwork with Hamm	86	Oct. 19	79	July 27
Forms Control, What the P.A. Should Know About, Dowst	92	Oct. 19	74	June 29
Forms Forum—Baxter Laboratories Inc.	128	Sept. 21	115	June 15
Forms Forum—Bowaters Carolina Corp.	122	Feb. 10	105	Oct. 19
Forms Forum—Century Engineering Corp.	206	Oct. 19	96	Dec. 14
Forms Forum—City of Boulder, Colo.	136	June 29	80	Mar. 9
Forms Forum—Economics Laboratory, Inc.	132	Apr. 6	92	Mar. 9
Forms Forum—J. B. Ehrsam & Sons Manufac- maker Furniture Co.	122	Jan. 13	91	Nov. 16
Forms Forum—Goodyear Tire and Rubber Co.	160	Mar. 9	82	Sept. 21
Forms Forum—Haigh Manufacturing Co.	150	July 27	162	Nov. 2
Forms Forum—Hoof Products Company	124	June 15	102	Nov. 2
Forms Forum—Indiana Limestone Co., Inc.	124	July 13	70	June 29
Forms Forum—International Smelting and Re- fining	130	Mar. 23	76	Dec. 14
Forms Forum—International Staple & Machine Co.	150	Nor. 16	79	Feb. 10
Forms Forum—Midwest-Park Inc.	136	Feb. 24	96	Nov. 16
Forms Forum—Purchase Orders: Minneapolis-132 Honeywell Regulator Co., Griggs Equipment, Inc., Jacksonville Paper Co., Morse Hardware Co.	132	Oct. 3	79	Sept. 21
Forms Forum—National Welders Supply Co., Inc., Akron Paint & Varnish Co., McNeil Machine & Engineering Co., Dixon-Powder- maker Furniture Co.	148	Oct. 5		
Forms Forum—Portland Copper & Tank Works, Inc.	106	Aug. 10		
Forms Forum—L. S. Starrett Co.	208	June 1		
Forms Forum—Viking Pump Co.	176	Sept. 7		
Forms Forum—Sheltered Workshop for the Disabled	116	Nov. 2		
Forms Forum—Square D. Co., Commercial Control Div.	160	Jan. 27		
Inventory Control, When EDP Takes Over, Hickey	70	Apr. 20		
Manual "To MIL Specs", Purchasing Writes, Dowst	87	Dec. 14		
Keep MRO Inventories Down, How to, Hirsch- mann and Brauweiler	75	Mar. 9		
More Purchases on Fewer Orders	84	Jan. 27		
MRO Items, Traveling Requisition Groups	88	Feb. 10		
MRO, Using EDP For, Donaldson	59	Apr. 20		
New Copier Can Be Bought or Leased	124	June 1		
Office, What's Happening in the?	80	Sept. 21		
Office Planning, Layout Kit Takes Work Out of 199 Office Supply Costs, Contract Buying Cuts, Metazas	98	Oct. 19		
One-Man Department, Cost Reduction for the 99 One-Man Department, Shortcuts Speed Buying for, Berman	94	Sept. 7		
One-Man Purchasing, Close Control Key in, Berman	80	Mar. 23		
One-Write P.O. System, No Typing in, Fay	90	Sept. 7		
Open-End Order Releases, How to 'Master'	75	Feb. 24		
Order, How Much Does it Cost to Write an? Bryan	76	Feb. 10		
Paperless Purchasing Cuts Order Costs 40%, Dillon	65	May 4		
Paperwork, Chain Belt Cracks Down on, Dowst	88	Feb. 24		
Paperwork, Computer Teams with Microfilm to Cut, McLean	64	Nov. 30		
Paperwork, How a Papermaker Cuts, Dowst	74	Feb. 10		
Postcard P.O.? It Really Works	94	July 27		
Production Man Becomes P. A., When a	84	Mar. 9		
Purchasing Department, A Look at Continental Can's	80	Feb. 10		
Purchasing, Economies in, Ward	83	June 1		
Purchasing Keeps Pace as Volume Triples, Van de Water	50	Aug. 24		
Purchasing Office, How to Lay Out a, McLaren	82	Oct. 19		
Purchasing Office, A Look at a Prize-Winning System Solves	90	Oct. 19		
Purchasing Paperwork Problem, Non-Filing System Solves	79	July 27		
Purchasing Short-Cuts Speed Space-Age Buy- ing Berman	74	June 29		
Reconditioned Office Equipment: Low Cost Wide Selection	115			
Small Order Problem, Simple Solution to the 96 Small Order Problem, Telephone Answers the 80 Small-Order Problem, Three-Purpose Form Solves, Pye	92			
Small Orders, How a Big Company Zeroes in on, Dowst	91			
Book Purchases, Special Form Speeds	82			
Speed Is Keenote in New Xerox Unit	162			
Systems, It Takes Forms to Make	102			
Time Problem, Three-Man Group Beats the, Van de Water	70			
Three Men Handle \$16 Million Buying Volume, Metazas	76			
Traveling Requisition, When You Can't Use a 79 Up-To-Date Equipment Is Tailored to Pur- chasing's Needs, Dowst	96			
Work Simplification Program Gives Buyers Time to Buy	79			

INVENTORY CONTROL AND STORE OPERATION

Business Game for P.A.'s, A, Harold Fearon	75	Oct. 5
Contract Buying Speeds Airline Supplies	65	June 15
Inventory Control, When EDP Takes Over, Hickey	70	Dec. 14
Inventory Turnover Overrated, Is?, DeCoster	76	July 27
Inventory Control in the One-Man Department, Dowst	76	Sept. 21
Materials, Getting the Most Out of, Van de Water	64	May 18
MRO, How to Keep Inventories Down, Hirschmann and Brauweiler	75	Jan. 27
Purchasing and Inventory Team Up to Cut Costs, Dillon	80	Mar. 9
Steel: It Will Be a Tough Year for the Buyer 61 Supplies Service Has Unique Liaison Job, Dowst	78	Dec. 28
		Nov. 16

MATERIALS MANAGEMENT

Change in Purchasing, What's Behind the Big? Van de Water	74	Jan. 13
Cost to Write an Order, How Much Does It? 76 Inbound Shipments, How to Keep Tabs On 90	76	Feb. 10
		Aug. 10

1964 EDITORIAL INDEX

Purchasing Magazine

Inventory Turnover Overrated, Is? <i>DeCoster</i>	76	July 27
Materials Management Starts With Product Design, <i>Van de Water</i>	70	Mar. 23
One-Man Department, Inventory Control in the, <i>Dowst</i>	76	Sept. 21
One-Man Department, Shortcuts for the, <i>Berman</i>	94	Sept. 7

MATERIALS, PRODUCTS, PROCESSES AND EQUIPMENT

Advertising Printing, Why and How Purchasing Should Buy, <i>Marien</i>	70	Feb. 10
Aluminum Castings, Buyers' Guide to, <i>Olds</i>	76	Apr. 6
Aluminum Outlook: Confusion Reigns	82	July 13
Balsa, New Strength for	82	May 4
Business Equipment Show Preview	105	Oct. 19
Copier Can Be Bought or Leased, New	124	Sept. 21
Copper Alloys, New, Can be Heat Treated	70	Aug. 24
Copper Outlook A Puzzler for P. A.'s	68	May 4
Cost Reduction Check List and Case Histories		
Electrical Equipment and Supplies	299	May 18
Component Parts	183	May 18
Materials	77	May 18
Materials Handling	329	May 18
MRO & Safety	443	May 18
Office Equipment and Supplies	427	May 18
Packaging and Shipping	403	May 18
Power Transmission	357	May 18
Production Tools	261	May 18
'Dry Liquids' Are Easy to Handle	99	July 27
Fleet Costs, How to Figure, <i>Dillon</i>	87	Apr. 6
Gas Cuts Costs, New Industrial	82	June 15
Lead and Zinc, The Outlook for	97	Sept. 7
Modular Switches Slash Lead Time	110	Nov. 2
Machine Tool Buying, Pre-Testing Cuts Cost of	84	Oct. 5
Machine Tools: Does It Pay to Rebuild?	88	Dec. 14
Machinery Leasing, P.A.'s Cool on	86	Sept. 7
Nonferrous Outlook: Sellers' Market a Test for P.A.'s	65	Dec. 28
Plastic, Better, Cheaper Colors for	90	June 1
Plated Plastic Cuts Parts Cost	92	Oct. 5
"Plug-In" Office is Cool, Quiet	94	Sept. 21
Prepainted Aluminum Sheets Cut Fabricating Costs	90	Mar. 23
New Products Draw 30,000 to BEMA Show	109	Nov. 30
Quality Control, Are You Paying Twice for?	92	Nov. 2
Slippery Rubber Fights Friction	141	Oct. 19
Small Orders, <i>Erickson</i>	80	June 1
Steel, What's the Outlook for?	62	Aug. 24
Steel: It Will Be A Tough Year for the Buyer	61	Dec. 28
Steel Imports, <i>Collins</i>	65	June 1
Steel Industry, Manufacturing Advances in the, <i>Blessing</i>	64	June 1
Steel Tubing, Buyer's Guide to, <i>Beck and Menster</i>	78	June 29
Supplies Inspection Has Wide-Range Responsibility, <i>Dowst</i>	82	Nov. 16
Condensed Telegrams Popular with P.A.'s	143	Aug. 10
Torque Wrench Cuts Testing Tool Cost	80	Nov. 30
Vinyl Clad Metals Are Attractive, Workable	108	Nov. 16
Washer and Gasket Costs, Easy Way to Watch	108	Sept. 7

POLICIES, ADMINISTRATION

Business Ethics: How the P.A. Rates, <i>Schutte</i>	61	Nov. 30
Centralization, Are You For or Against? (Editorial), <i>Farrell</i>	5	July 13
Centralized Purchasing, Kaiser Moves Toward, <i>McLean</i>	80	Sept. 7
Christmas Gifts: How to Say 'No', <i>Berman</i>	85	Nov. 2
Competition: It's Not Price Alone (Editorial), <i>Farrell</i>	5	Nov. 16
Manage by Exception—Except (Editorial), <i>Farrell</i>	21	Sept. 5
Measure Your Buyers By Measuring Your Suppliers, <i>De Rose</i>	82	June 29
Pay Vendors for Help on Cost Reduction, Should You? <i>Metaxas</i>	70	Oct. 5
Suppliers, How to Make the Most of Your, <i>Van de Water</i>	76	July 13
There's Nothing to Hide (Editorial), <i>Farrell</i>	5	Nov. 30
Trade Relations: Competition Is the Common Goal, <i>Farrell</i>	96	Nov. 2
Trade Relations, How Not To Use, <i>Kennedy</i>	76	July 13
Vendor, How Much Should You Tell the? (Editorial)	84	Jan. 13

PURCHASE LAW

Authority Can an Agent Delegate, How Much?, <i>Gray</i>	85	Apr. 6
The Broad Scope of the Robinson Patman Act, <i>Gray</i>	90	Mar. 9
C.O.D. What the P. A. Should Know About, <i>Gray</i>	82	Feb. 10
'Contingent,' It May Be, But It's Still a Contract, <i>Gray</i>	89	July 13
Contract Cancellations, The Law on, <i>Gray</i>	76	Nov. 30
Goods Are Damaged In Transit, Who Pays When? <i>Gray</i>	94	Aug. 10
How 'Good' Must Goods Be? <i>Gray</i>	91	Sept. 21
Contract, When Is An Offer A?, <i>Gray</i>	88	July 27
Option Law, What the P.A. Should Know About, <i>Gray</i>	60	Aug. 24
'Paid in Full' Means What it Says, <i>Gray</i>	92	Apr. 20
'Permanent Employment' Is A Figure of Speech, <i>Gray</i>	89	June 29
Purchasing Law, Recent Decisions in, <i>Gray</i>	86	Feb. 24
Purchasing Law, Recent Decisions in, <i>Gray</i>	74	June 15
Purchasing Law, Recent Decisions in, <i>Gray</i>	104	Sept. 7
Purchasing Law, Recent Decisions in, <i>Gray</i>	86	Dec. 14
Rejects, How the Courts Rule on, <i>Gray</i>	85	Jan. 27
Sales Taxes, What the P.A. Should Know About, <i>Gray</i>	89	Oct. 5
Trade Marks are a 'Package Deal', <i>Gray</i>	77	May 4
Warranties: It Pays to Read the Fine Print, <i>Gray</i>	106	Nov. 2
Uniform Sales Act, Warranties Under the, <i>Gray</i>	88	Mar. 23

PURCHASING, GENERAL

Big Change in Purchasing, What's Behind the?, <i>Van De Water</i>	74	Jan. 13
Business Ethics: How the P. A. Rates, <i>Schutte</i>	61	Nov. 30
Business Game for P.A.'s, <i>A. Fearon</i>	75	Oct. 5
Buyer-Seller Relations, Purchasing's Responsibility in (Editorial), <i>Farrell</i>	5	Apr. 20
Centralization, Are You For or Against? (Editorial), <i>Farrell</i>	5	July 13
Change Jobs, When You Have to	70	Mar. 9
The Coming Revolution in Purchasing, <i>Henderson</i>	70	Apr. 20
Communications, P. A.'s Get the Word on....	90	Apr. 20
Construction Buying, The Big Job of, <i>Dowst</i>	80	Jan. 27
Contract Purchasing Fit Your Future, Does? <i>Stark</i>	51	June 1
'Creative Purchasing': More Than a Cliche (Editorial), <i>Farrell</i>	5	Nov. 2
Defense Buying Helps Civilian Procurement, How, <i>Metaxas</i>	78	Feb. 24
Good Communication Boosts Purchasing's Value, <i>Van de Water</i>	70	Jan. 27
It's Still Purchasing No Matter Who Does It (Editorial), <i>Farrell</i>	5	Feb. 24
Job Rotation for Buyers? (Editorial) <i>Farrell</i>	5	Apr. 6
Lowest Bid, Can you Trust the?, <i>Metaxas</i>	70	May 4
Make or Buy: Where Purchasing Misses Out, <i>Metaxas</i>	69	Nov. 30
Management Viewpoint, Purchasing Must Develop, <i>Berry</i>	72	Jan. 13
Manual "To MIL Specs", Purchasing Writes, <i>Dowst</i>	87	Mar. 9
Materials Management Starts With Product Design, <i>Van de Water</i>	70	Mar. 23
MRO, Don't Underrate (Editorial), <i>Farrell</i>	5	Jan. 27
One-Man Department, Shortcuts Speed Buying for, <i>Berman</i>	94	Sept. 7
Order, How Much Does It Cost to Write an?, <i>Bryan</i>	76	Feb. 10
Paperwork, How a Papermaker Cuts Dowst	74	Feb. 10
Patterns for Progress (Editorial), <i>Farrell</i>	5	Mar. 23
Performance, Charting Purchasing, <i>Metaxas</i>	79	Apr. 20
President's Message, The, <i>Berry</i>	49	June 1
Profit Center, Make Purchasing a, <i>Ammer</i>	79	Jan. 13
Public Relations in Public Purchasing, <i>Boney</i>	71	June 1
Purchasing and Inventory Team Up to Cut Costs, <i>Dillon</i>	80	Mar. 9
Purchasing, The Coming Revolution in, <i>Henderson</i>	70	Apr. 20
Purchasing Department, A Look at Continental Can's	80	Feb. 10
Purchasing Department, How Super-Temp Built a	76	June 15
Purchasing for Profit, Organizing, <i>Herrera</i>	62	June 1
Purchasing Keeps Pace as Volume Triples, <i>Van de Water</i>	50	Aug. 24
Purchasing Management, Changing Patterns in, <i>Farrell</i>	70	Jan. 13
Purchasing Manual—Its Need and Development, The, <i>Adams</i>	72	June 1
Purchasing Must Communicate, <i>Wells</i>	88	Nov. 2
Purchasing Progress, A Study in: Western Electric, <i>Dowst</i>	70	Nov. 16
Purchasing Short Cuts Speed Space-Age Buying, <i>Berman</i>	74	June 29
Purchasing Talent, The Waste of (Editorial), <i>Farrell</i>	5	Mar. 9
Purchasing-Traffic Teamwork Pays, <i>Dillon</i>	84	July 27
Purchasing, When Engineering Moved Into, <i>MacLean</i>	70	Feb. 24
Second Quarter Business, How P. A.'s Size Up	80	Apr. 6

Soviet Union, Purchasing in the, Part I, <i>Farrell</i>	70	July 13
Soviet Union, Purchasing in the, Part II, <i>Farrell</i>	70	July 27
Soviet Union, Purchasing in the, Part III, <i>Farrell</i>	55	Aug. 24
Staff Buying Pays Off, When, <i>Van de Water</i>	66	May 18
Suppliers, Select Your,—Scientifically, <i>McLean</i>	80	Nov. 2
There's Nothing to Hide (Editorial), <i>Farrell</i>	5	Nov. 30
Three Men Handle \$16 Million Buying Volume, <i>Metaxas</i>	76	Dec. 14
Time Problem, Three-Man Group Beats the, <i>Van De Water</i>	70	June 29
Think With Us (Editorial), <i>Farrell</i>	5	May 4
Trade Relations: Competition Is the Common Goal, <i>Farrell</i>	96	Nov. 2
Trade Relations, How Not To Use, <i>Kennedy</i>	76	July 13
Transportation Buying: P.A.'s Ro'se Gets Bigger	82	July 27
Traveling Requisition, When You Can't Use a, <i>Chase</i>	79	Feb. 10
VA Help From Specialty Vendors, How to Get, <i>Chase</i>	90	July 27
VA Success, Vendors Hold Key to, <i>Metaxas</i>	84	July 13
Value Buying, RCA's New Concepts in, <i>Van de Water</i>	34	May 18
Vendor, How Much Should You Tell the?	84	Jan. 13

PURCHASING AND MANAGEMENT

Change Jobs, When You Have to	70	Mar. 9
Centralization, Are You For or Against? (Editorial), <i>Farrell</i>	5	July 13
Centralized Purchasing, Kaiser Moves Toward, <i>McLean</i>	80	Sept. 7
Purchasing Management The Future of (Editorial), <i>Farrell</i>	5	Jan. 13
Good Communication Boosts Purchasing's Value, <i>Van de Water</i>	70	Jan. 27
It's Still Purchasing No Matter Who Does It (Editorial), <i>Farrell</i>	5	Feb. 24
Manage by Exception—Except (Editorial), <i>Farrell</i>	5	Sept. 21
Management, How Do you Stand With? <i>Mauk</i>	208	Mar. 9
Management Training Ground, Purchasing's Top	84	Feb. 24
Management Viewpoint, Purchasing Must Develop, <i>Berry</i>	72	Jan. 13
Price, P.A.'s, Buyers Differ on Importance of <i>Zelnick</i>	83	Mar. 23
Performance Standards, Set Your Own (Editorial), <i>Farrell</i>	5	Sept. 7
'Permanent Employment' Is A Figure of Speech <i>Gray</i>	89	June 29
Production Man Becomes P.A., When a	84	Mar. 9
Profit Center, Make Purchasing a, <i>Ammer</i>	79	Jan. 13
Purchasing Management, Changing Patterns in, <i>Farrell</i>	70	Jan. 13
Western Electric: A Study in Purchasing Progress, <i>Dowst</i>	70	Nov. 16
Purchasing Talent, The Waste of (Editorial), <i>Farrell</i>	5	Mar. 9
Revolution in Purchasing, The Coming, <i>Henderson</i>	70	Apr. 20
Trade Relations: Competition Is the Common Goal, <i>Farrell</i>	96	Nov. 2
Trade Relations: A Guide to Buying, <i>Selling, Polzer</i>	79	June 1
Trade Relations Help Both Sides, <i>Hopkins</i>	78	June 1
Trade Relations: A Top Management Job, <i>MacLachlan</i>	76	June 1
Trade Relations, The Changing Concepts of, <i>Meade</i>	75	June 1

1964 EDITORIAL INDEX

Purchasing Magazine

RELATIONS WITH OTHER DEPARTMENTS

Back Door, Welcome to the, *Spencer* 73 June 1
 Changes, How to Handle, *De Rose* 73 Apr. 6
 Communications Center, Make Purchasing a .. 80 Feb. 24
 Competition Is the Common Goal, *Farrell* 96 Nov. 2
 Control Costs, Early Warning System
 Helps, *McLean* 85 June 29
 Costs, Buyers, Engineers, Designers Team
 Up on, *Metaxas* 88 Sept. 21
 Direct Mail Gets Direct Treatment 92 Feb. 24
 Good Communication Boosts Purchasing's
 Value, *Van de Water* 70 Jan. 27
 Good Communications Make Good Con-
 tracts, *Dowst* 86 Nov. 16
 Materials Management Starts With
 Product Design, *Van de Water* 70 Mar. 23
 Public Relations in Public Purchasing,
 Boney 71 June 1
 Purchasing 1 Inventory Team up to
 Cut Costs, *Dillon* 80 Mar. 9
 Purchasing Department, How Super-Temp
 Built a 76 June 15
 Purchasing Management, Changing Patterns
 in, *Farrell* 70 Jan. 13
 Purchasing Performance, Charting, *Metaxas* .. 79 Apr. 20
 Purchasing-Traffic Teamwork Pays, *Dillon* 84 July 27
 Purchasing's Value, Good Communication
 Boosts *Van de Water* 70 Jan. 27
 Purchasing, When Engineering Moved
 Into, *McLean* 70 Feb. 24
 Reliability Comes First, How to Cut Costs,
 When, *Van de Water* 60 May 18
 Supplies Inspection Has Wide-Range
 Responsibility *Dowst* 82 Nov. 16
 Technical Procurement: Martin/Denver
 McLean 70 Sept. 21
 They're Coming Through the Picture
 Window (Editorial), *Farrell* 5 Oct. 19
 Trade Relations, The Changing Concept of,
 Meade 75 June 1
 Trade Relations: A Guide to Buying,
 Selling, *Polzer Jr.* 79 June 1
 Trade Relations: A Top Management Job,
 MacLachlan 76 June 1
 Trade Relations Help Both Sides, *Hopkins* 78 June 1

RELATIONS WITH SUPPLIERS

Buyer-Seller Relations, Purchasing's Responsi-
 bility in (Editorial), *Farrell* 5 Apr. 20
 Changes, How to Handle, *De Rose* 73 Apr. 6
 Choosing Vendors Takes Teamwork, *Gibbins* 55 June 1
 Christmas Gifts: How to Say 'No', *Berman* .. 85 Nov. 2
 Competition is the Common Goal, *Farrell* 96 Nov. 2
 Contracts: A Supplier's View, *Weir* 52 June 1
 Construction Buying, The Big Job of, *Dowst* 80 Jan. 27
 Cost Reduction, Should You Pay Vendors for
 Help on?, *Metaxas* 70 Oct. 5

Direct Mail Gets Direct Treatment 52 Feb. 24
 FOB Terms, Buyer's Guide to 100 Sept. 7
 Good Communications Make Good Contracts,
 Dowst 86 Nov. 16
 Lowest Bid, Can You Trust the?, *Metaxas* .. 70 May 4
 Measure Vendors in Advance, How to, *Hickey* 86 Oct. 5
 Measure Your Buyers By Measuring Your
 Suppliers, *DeRose* 82 June 29
 Planning With Suppliers Pays Off, *Berman* .. 82 Apr. 6
 Price is Number One .., *Nelson* 70 Apr. 6
 Progressive Systems Lick Complex Traffic
 Problems, *Dowst* 101 Nov. 16
 Purchasing Audits Supplier Quality, *Metaxas* 84 Mar. 23
 Purchasing Must Communicate, *Wells* 88 Nov. 2
 Quality Control, Are You Paying Twice for?,
 Silvertio 92 Nov. 2
 Rating System Sizes Up Both Buyers and
 Suppliers, *Rice* 72 Nov. 30
 Select Your Suppliers—Scientifically, *McLean* 80 Nov. 2
 Small Shipment Problem, How to Beat the,
 Dillon 84 Sept. 21
 Suppliers, How To Make the Most of Your,
 Van de Water 76 July 13
 Technical Procurement: Martin/Denver,
 McLean 70 Sept. 21
 Tell Your Suppliers Why (Editorial), *Farrell* 5 July 27
 They're Coming Through the Picture Window
 (Editorial), *Farrell* 5 Oct. 19
 Think With Us (Editorial), *Farrell* 5 May 4
 Trade Relations, The Changing Concepts of,
 Meade 75 June 1
 Trade Relations: A Guide to Buying, Selling,
 Polzer Jr. 79 June 1
 Trade Relations Help Both Sides, *Hopkins* .. 78 June 1
 Trade Relations, How Not To Use, *Kennedy* 76 July 13
 Trade Relations: A Top Management Job,
 MacLachlan 76 June 1
 Transportation Costs, There Are Other Ways to
 Cut, *McLean* 79 Oct. 5
 VA Success, Vendors Hold Key to, *Metaxas* .. 84 July 13
 Value Analyses, Where You Can Go Wrong On,
 Metaxas 78 Jan. 27
 Vendor, How Much Should You Tell the.... 84 Jan. 13
 Vendor's Employees, P.A. Plays Host To 80 July 27
 Vendor Evaluation Program Boosts Quality,
 Cuts Costs, Unique 76 Mar. 9
 Vendor Performance, Put a Dollar Sign on .. 87 Jan. 27
 Welcome to the Back Door, *Spencer* 73 June 1

TRAFFIC AND TRANSPORTATION

Best Way to Ship, What's the? 76 Aug. 10
 C.O.D., What the P.A. Should Know About,
 Gray 82 Feb. 10
 Figure Fleet Costs, How to, *Dillon* 87 Apr. 6
 Fleet Leasing, *Bobb* 81 June 1
 FOB Terms, Buyer's Guide to 100 Sept. 7
 Freight Costs, 14 Ways to Cut Your 76 Mar. 23
 Goods Are Damaged In Transit, Who Pays
 When? *Gray* 94 Aug. 10
 Inbound Shipments, How to Keep Tabs on 90 Aug. 10

Packaging and Shipping Value Analysis			
Case Histories	403	May 18	
Progressive Systems Lick Complex Traffic			
Problems, <i>Dowst</i>	101	Nov. 16	
Purchasing-Traffic Teamwork Pays, <i>Dillon</i>	84	July 27	
Small Shipment Problem, How to Beat the, <i>Dillon</i>	84	Sept. 21	
Transportation Buying: P.A.'s Role Gets Bigger	82	July 27	
Transportation: Controlled, BUT Competitive (Editorial), <i>Farrell</i>	5	Aug. 10	
Transportation Costs, There Are Other Ways to Cut	79	Oct. 5	
Transportation Costs, Using VA to Cut, <i>Van de Water</i>	74	May 18	
Transportation Purchasing's Newest Cost Reduction Target	70	Aug. 10	
Transportation Tips	128	June 1	
	155	June 29	
	88	Aug. 10	
	149	Sept. 21	
	235	Oct. 19	
	221	Nov. 2	
	166	Nov. 16	
	175	Dec. 14	
Transportation: The View From Washington ..	74	Aug. 10	

TRAINING, EDUCATION AND SELECTION OF PERSONNEL

Change Jobs, When You Have to	70	Mar. 9	
College Courses, IBM Upgrades its Buyers with	66	Aug. 24	

Job Rotation For Buyers (Editorial), <i>Farrell</i> ..	5	Apr. 6	
Make More Room At the Top (Editorial) <i>Farrell</i>	5	Dec. 14	
Make the Systems Work, It's the People That, <i>Dowst</i>	98	Nov. 16	
Purchasing Education Worth It, Is?	82	Dec. 14	
Purchasing Training Pay, How to Make <i>McLean</i>	70	June 15	

REGULAR FEATURES APPEARING IN EACH ISSUE

Association News	Office Equipment and Supplies
Book Reviews	Price Trends
Calendar of Coming Events	Program Aids
Catalog Files	Pulse of Business
Employment Service	Purchasing Digest
F.O.B.	Purchasing News
Industry Developments	Purchasing People in the News
International Report	Purchasing Pointers
Letters to the Editor	Straws in the Trade Wind
Products & Ideas	Transportation Tips
News	Washington Report
	Value Analyst's Notebook

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1964 EDITORIAL INDEX

Purchasing Magazine

INDEX BY AUTHOR

Adama, Charles B. Purchasing Manual-It's Need and Development, The .. 72 June 1

Ammer, Dean Purchasing a Profit Center, Make 79 Jan. 13

Suppliers Think of You, What Do You? 85 Apr. 20

Backman, Jules An Economist Looks at 1964 53 Dec. 28

Beck, John F. & Buyer's Guide to Steel Tubing 78 June 29

Menster, John A. Christmas Gifts: How To Say 'No' 85 Nov. 2

Berman, Harvey Close Control Key in One-Man Purchasing 80 Mar. 23

Planning With Suppliers Pays Off 82 Apr. 6

Purchasing Short-Cuts Speed Space-Age Buying 74 June 29

Shortcuts Speed Buying For One Man Department 94 Sept. 7

Berry, Harold The President's Message 49 June 1

Blessing, William G. Manufacturing Advances in the Steel Industry 64 June 1

Bobb, Charles W. Fleet Leasing 81 June 1

Boney, Paisley Public Relations in Public Purchasing 71 June 1

Brauweiler, J. R., & W. B. Hirschmann MRO Inventories Down, How to Keep 75 Jan. 27

Bryan, Stanley E. Cost to Write an Order, How Much Does It? 76 Feb. 10

Chase, Carl L. Specialty Vendors, How to Get VA Help From 90 July 27

Cissne, Robert P. Data Processing, 'How To' Patterns for 58 June 1

Collins, S. P. Steel Imports 65 June 1

DeCoster, Don T. Inventory Turnover Overrated, Is? 76 July 27

DeRose, Louis J. Changes, How to Handle .. 73 Apr. 6

Measure Your Buyers .. By Measuring Your Suppliers 82 June 29

Dillon, Thomas F. Fleet Costs, How to Figure. 87 Apr. 6

Inventory Team Up to Cut Costs, Purchasing and ... 81 Mar. 9

Paperless Purchasing Cuts Order Costs 40% 65 May 4

Purchasing - Traffic Teamwork Pays 84 July 27

Small Shipment Problem, How to Beat the 84 Sept. 21

EDP for MRO, Using 59 June 1

Donaldson, Edward T. Chain Belt Cracks Down on Paperwork 88 Feb. 24

Dowst, Somerby Construction Buying, The Big Job of 80 Jan. 27

Cuts Paperwork, How a Papermaker 74 Feb. 10

Forms Control, What the P.A. Should Know About 92 Oct. 19

Inventory Control in the One-Man Department ... 76 Sept. 21

Manual "To MIL Specs", Purchasing Writes 87 Mar. 9

Navy Automates \$400 Million Buying Job 74 Apr. 20

Purchasing at Western Electric 70 Nov. 16

Erickson, Russell E. Vendor Surveys, How G. E. Uses In-Depth 60 May 4

Farrell, Paul V. Small Orders 80 June 1

Centralization?, Are You For or Against? 5 July 13

Changing Patterns in Purchasing Management 70 Jan. 13

Competition is the Common Goal 96 Nov. 2

Competition: It's Not Price Alone 5 Nov. 16

'Creative Purchasing': More Than a Cliché 5 Nov. 2

Don't Underrate MRO 5 Jan. 27

Fair Trade Rides Again 5 Feb. 10

Future of Purchasing Management, The 5 Jan. 13

Girl Next Door, The 5 June 15

Inflation? Not If P.A.'s Can Help It 5 Oct. 5

In Memoriam 5 June 1

It's Still Purchasing No Matter Who Does It 5 Feb. 24

Job Rotation for Buyers? .. 5 Apr. 6

Make More Room at the Top 5 Dec. 14

Manage by Exception— Except 5 Sept. 21

No Recession If 5 Dec. 8

Patterns for Progress 5 Mar. 23

The Planned Plant Visit 5 Aug. 24

Purchasing in the Soviet Union—Part I 70 July 13

Purchasing in the Soviet Union—Part II 70 July 27

Purchasing in the Soviet Union—Part III 55 Aug. 24

Purchasing's Responsibility in Buyer-Seller Relations 5 Apr. 20

Set Your Own Performance Standards 5 Sept. 7

Tell Your Suppliers Why 5 July 27

They're Coming Through the Picture Window 5 Oct. 19

There's Nothing to Hide 5 Nov. 30

Think With Us 5 May 4

Transportation: Controlled, BUT Competitive 5 Aug. 10

V. A. Comes Into Its Own .. 5 May 18

Waste of Purchasing Talent, The 5 Mar. 9

When It's Time to Say Goodbye 5 June 29

P.O. System, No Typing In One-Write 90 Sept. 7

Fearon, Harold A Business Game For P.A.'s 75 Oct. 5

Gibbins, Nelson J. Choosing Vendors Takes Teamwork 55 June 1

Gray, Albert Woodruff Authority Can an Agent Delegate, How Much? ... 85 Apr. 6

C.O.D., What the P.A. Should Know about 82 Feb. 10

Contract Cancellations, The Law on 76 Nov. 30

Goods Are Damaged in Transit, Who Pays When? 94 Aug. 10

How 'Good' Must Goods Be? 91 Sept. 21

1964 EDITORIAL INDEX

Purchasing Magazine

It May Be 'Contingent'	Meade, Edwin D.	Trade Relations, The Chang-
But It's Still a Contract		ing Concepts of
Ofer A Contract, When Is An?	Menster, John A. & John F. Beck	75 June 1
Option Law, What the P.A. Should Know About	Metaxas, Ted	Steel Tubing, Buyer's Guide to
Paid in Full' Means What it Says		78 June 29
Permanent Employment is a Figure of Speech		Computer Buys 75,000 Times a Year
Recent Decisions in Purchasing Law		60 June 15
Recent Decisions In Purchasing Law		Contract Buying Cuts Office Supply Costs
Recent Decisions in Purchasing Law		98 Oct. 19
Recent Decisions in Purchasing Law		Copper Scrap, Buying
Rejects, How the Courts Rule on		88 Sept. 7
Robinson-Patman Act, The Broad Scope of the		Cost Reduction, Should You Pay Vendors For Help on?
Sales Taxes, What the P.A. Should Know About		70 Oct. 5
Trade Marks are a 'Package Deal'		Costs, Buyers, Engineers, Designers Team Up on
Warranties: It Pays to Read the Fine Print		88 Sept. 21
Warranties Under the Uniform Sales Act		Defense Buying Helps Civilian Procurement, How
Hamm, Jack Flow Charts, How to Slash Paperwork With		78 Feb. 24
Henderson, Bruce Coming Revolution in Purchasing, The		Lowest Bid, Can You Trust the?
Herciga, William C. Organizing Purchasing for Profit		70 May 4
Hickey, John V. Measure Vendors—In Advance, How to		Make or Buy: Where Purchasing Misses Out
Hirschmann, W. B. & J. R. Brauweiler MRO Inventories Down, How to Keep		69 Nov. 30
Hoagland, John H. Forecasting Purchasing and Business Trends		Purchasing Performance, Charting
Hopkins, Harvey C. Trade Relations Help Both Sides		79 Apr. 20
Ingersoll, Robert S. World Competition—A Force for Progress		Supplier Quality, Purchasing Audits
Kennedy, J. A. Trade Relations, How Not To Use		84 Mar. 23
MacLachlan, Ian M. Trade Relations: A Top Management Job		VA Success, Vendors Hold Key to
Marien, Ray Advertising Printing, When and How Purchasing Should Buy		84 July 15
Mauk, Ted Management, How Do You Stand With?		Value Analysis, Where You Can Go Wrong on
McLaren, Anne M. Purchasing Office, How to Lay Out a		78 Jan. 27
McLean, Herbert Centralized Purchasing, Kaiser Moves Toward		Vendor Evaluation Program Boosts Quality, Cuts Costs, Unique
Control Costs, Early Warning System Helps		76 Mar. 9
Paperwork, Computer Teams With Microfilm To Cut		'Price is Number One'
Purchasing Training, How to Make Pay		70 Apr. 6
Purchasing, When Engineering Moved into		Aluminum Castings, Buyers' Guide to
Select Your Suppliers — Scientifically		77 Apr. 6
Technical Procurement: Martin/Denver		Trade Relations: A Guide to Buying, Selling
Transportation Costs, There Are Other Ways To Cut		79 June 1
79		EDP, How to Get the Data You Need from
		61 June 1
		Small-Order Problem, Three-Purpose Form Solves
		92 Mar. 9
		Rating System Sizes Up Both Buyers and Suppliers
		72 Nov. 30
		Schutte, Thomas F. Business Ethics: How the P.A. Rates
		61 Nov. 30
		Silverio, Joseph R. Quality Control, Are You Paying Twice For?
		92 Nov. 2
		Spencer, Simpson E. Back Door, Welcome to the
		73 June 1
		Stark, Russell T. Contract Purchasing, Fit Your Future, Does?
		51 June 1
		Van de Water, John Big Change in Purchasing, What's Behind the
		74 Jan. 13
		Communication Boosts Purchasing's Value, Good
		70 Jan. 27
		Materials Management Starts With Product Design
		70 Mar. 23
		Purchasing Keeps Pace as Volume Triples
		50 Aug. 24
		Suppliers, How to Make the Most of Your
		76 July 13
		Time Problem, Three-Man Group Beats the
		70 June 29
		Value Buying, RCA's New Concepts in
		34 May 18
		Economics in Purchasing
		83 June 1
		Auto Negotiations Key to '64 Labor Outlook
		74 May 4
		What Should P.A.'s Expect From Washington in '65?
		57 Dec. 28
		Wegner, Herman E. Repainted Aluminum Sheets Cut Fabricating Costs
		90 Mar. 23
		Contracts: A Suppliers View
		52 June 1
		Purchasing Must Communicate
		88 Nov. 2
		Importance of Price, P.A.'s Buyers Differ on
		83 Mar. 23

